SMART SOLUTIONS FROM ENVIROSPEC.COM **Frequent Buyer Flyer for August 2013**

Professionals LOOK FOR PARTNERS.

For over 40 years **EnviroSpec has been the**





18 HP 20 AMP Electric Start U-PAY-SHIPPING WEB ORDERS ONLY

Anyone can be

a supplier!

We will be

your partner!

As ex-contractors we speak your language better than anyone!

Alison 🖻 **SEVERE DUTY PUMPS FOR INDUSTRIAL POWER WASHERS**

Isn't it much easier to make good decisions when things... ...just make sense!







For example: You can buy a TS2021 Pump for \$575.00 that is rated at 5.6 gpm @ 3500 psi and the pump is all you get.

or for LESS MONEY...

you can buy the new 'Generation 2' Allison Pump that gives you a true 6.0 GPM

and is rated up to 4,100 PSI.

PLUS - look at the standard features of the Generation 2 pump.

1. Allison Engine Terminator that 'shuts down' the gas engine when the pump head overheats.

2. Unloader Valve that is already set to the proper PSI/GPM

3. SUPER SUDS SUCKER INJECTOR

- 4. Clear Bowl Water filter
- 5. Safety Pressure Relief Valve
- 6. 6,000 PSI Pressure Gauge
- 7. Quick Change Oil Plug
- 8. Tall Rails that are an exact match for the TS2021 mount.



PI	DESCRIPTION	PSI/GPM	Part No.
\$48	Bare Pump with	3800 PSI	B4SD
240	Terminator and Oil Drain	5.6 GPM	5638
\$53	Bare Pump with	4000 PSI	B7SD
300	Terminator and Oil Drain	6.2 GPM	6240
\$53	Complete Pump	3800 PSI	4SD
333	as shown	5.6 GPM	5638
\$57	Complete Pump	4000 PSI	7SD
321	as shown	6.2 GPM	6240
	Complete Pump	4000 PSI	7SD
\$76	as shown with 1"	6.2 GPM	6240
	dual bearing Gear Box	0.2 GF IVI	GR1
	Complete Pump	4000 PSI	7SD
\$76	as shown with 1-1/8"	6240 6.2 GPM	
	dual bearing Gear Box		GR2
			-

*That's right! When you have the Allison Engine Terminator hooked up we will guarantee you that you will NEVER - EVER burn up PUMP PACKINGS AGAIN!

SEVERE DUTY PUMPS - with a 5-year packing/valve warranty!*

SHIPPING INCLUDED ON ALLISON PUMPS

Prove your value

to future *and* current commercial customers

Fending off competitors shouldn't stop once you have the account

The world's changed since around 2007—have you noticed? When the economy started slipping, so did revenue for companies of all kinds. Firms responded by looking for ways to reduce, or eliminate expenses, especially the ongoing kind. Lately, the nation's overall economic situation finally seems to be improving a bit, and that's good news. The bad news is, we've all become accustomed to keeping a tight grip on our money. So what's that mean for cleaning contractors, who represent one of those ongoing expenses? It means that things could seem to be going fine with our business customer, until one day we get the word that we've been replaced by a cheaper contractor. Or maybe they've hired the manager's nephew to pressure clean the fleet. Or they can simply no longer justify the cost of regular cleanings of their buildings.

It happens all the time. But it happens most often to contractors who haven't taken the time to explain why keeping a quality vendor around really is in their long-term best interest.

Don't assume that customers know what you know

If companies don't understand the difference between top-notch work and the splash & dash efforts of a low-baller, then why exactly would they spend the extra money? But what if you explained that the caustic chemicals the other guy is using actually remove paint from their trucks along with the dirt? In a few years, their fleet starts looking shabby, damaging their brand's image, but then it's too late. Replacing vehicles is going to cost them a lot more in the long run than simply using a contractor like you who can keep even older trucks looking new.

Maybe at one time you successfully convinced them why you can do a better job, and that's how you got the account in the first place. But it's been a while. Their financial pressures have increased. Maybe the person who hired you isn't even there any more. Remember, it's someone's job there to do a cost/benefit analysis on each line-item expenditure, looking

for places to cut. If they're not reminded that your services are a genuine long-term investment...then you're just another expense on the ledger sheet.

Objective information beats a salesy 'pitch'

Remember, customers don't understand everything you do about quality pressure washing. That lack of knowledge can lead to poor decisions. But when you provide hard information on how much you help preserve their expensive assets, they'll have an objective basis for making the right choices. In their world, making a good business case is the foundation of being taken seriously.

Of course, as in any marketing, we have to understand what's most important to the decision-maker, so we can customize our message to hit the right notes. Is it just about cost? Then perhaps by using the right products

and techniques, you can show them how less-frequent cleanings could suffice. It may cost you a little income, but you'll gain their ongoing loyalty.

Is it about appearance and company image? Maybe do a sideby-side demonstration of how you sweat the details, compared with how a low-cost contractor might knock it out. Remember, seeing is believing.

Are they concerned about environmental and employee-health issues? Prepare a report on the safety of your EnviroSpec detergents and other products, vs. the hazards of straight bleach and fume-producing chemicals. The time you spend on it is an investment in your own business. This approach also shows that you care about the things they care about. And that bond is golden.

Get your message across to the real decider

A written rationale for your quality services also makes sense

when you're dealing with an employee, but can't get through to the CEO or final decision maker. Whether it's a new prospect or an old client, no one can make your case better than you can. At least when something's on paper, your words are more likely to get through to the people who matter most.

Another idea: go further and prepare an analysis of the customer's specific needs, then include several well-thoughtout options, with the pros and cons of each. That way, no matter what direction they take, you win.

You can also get creative and shoot a brief video that demonstrates your cleaning superiority. Why not? Sending a prospect a link to your video on YouTube is a great way to stand out as an authority in your field. And that link can easily be shared with anyone.

Be proactive, and never take a customer for granted

Think it through. Are there any other ways in which cutting their cleaning budget might have negative repercussions? Remind them that they're fending off competitors as well, and dirty buildings or vehicles can leave a negative impression on their own current and prospective buyers.

In fact, marketing experts have pointed out that a company's "brand" exists only in the buyer's mind, as the sum total of their experiences with that company. A single bad impression can't be overcome even with a million-dollar advertising budget.

It may be hard to keep a good account these days, but replacing a lost customer can be even harder. So ask questions to understand what's important to each buyer, then present good, objective information that shows you're on their side. That's the difference between a trusted long-term partner and just another vendor.

Problem: Are you taking the paint off trucks along with the dirt? **Solution:** Prodigy

Did you know that many truck cleaning products are actually corrosive? Sure, they wash away the surface dirt, but since they work like paint strippers, they also wash away a

Celebratina

40 years

of Business

microscopic layer of paint.

Eventually, the result of using these caustic chemicals is a dull looking finish, where there used to be a bright, shiny surface. The customer wonders why his equipment seems to be aging so quickly.

But contractors who try Prodigy by EnviroSpec see at first glance that its superior degreasing properties are simply better at removing

•

>

tough road grime. And the sparkling high-gloss finish that's left makes the entire fleet look new.

Which is probably why the major carriers clean hundreds of thousands of their vehicles with Prodigy, making it the

> number 1 selling truck wash in the country. Find out more at EnviroSpec.com/Chem_ Prodigy.htm

> Looking for a high-foaming alternative? New Black Jack is perfect for hot climates where water evaporates quickly. It also rinses faster when using hot water.

So from now on, take off the dirt—and only the

40-years ago our company started out as a contractor just like you and because of that experience we are the only company in the industry that 'speaks your language!'



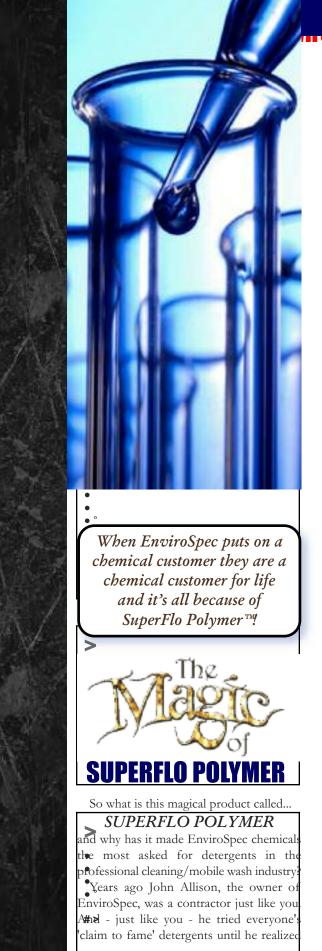








FREE FREIGHT to lower 48 with \$150.00 web purchase unless noted!



own chemicals.

>

the way from job site to job site.

1,000's of POWER WASH PARTS at www.envirospec.com

THE MAGIC BEHIND SUPERFLO POLYMER

hat everything that he purchased wa thought up and compounded by someon who had never had to clean anything fo profit. It was after many very expensive 55 g**#lo**n drums of watered down detergent when John finally realized that if he was eve oing to make it in such a demanding ndustry he needed to learn how to make his

over the next few years his 'chem lab for dummy' flourished. Almost every day John would head out to a job site with yet anothe concoction' that he had dreamed up the hight before. He would take his new formul out and if it showed any signs of success h would keep 'tweaking' it until it was either great success or a horrible failure. John say the failures ran about 99 to 1 over the

Over the next few years John learned what to use and what not to use to clean the d≥icate surfaces of stone and brick, the greasy surfaces of commercial vehicles, the mpossible to clean restaurant exhaus hoods, aluminum and vinyl sided houses pools, patios, roofs, concrete, cement mixers etc and he learned all this without 'blowing imself up' in the process. Although there were several close calls along the way.

Now John Allison had developed a incredible arsenal of cleaners by 1984 and vet the SuperFlo PolymerTM product that is now known throughout the industry toda was not even on the horizon at that time Here is how the SuperFlo Polymer^{TN} peoduct came about and how it ha dramatically changed the complexion of th professional mobile wash industry.

#Ishn had an account that had severa terminals scattered throughout New England, New York and New Jersey. When one of his vehicles left to service thes accounts it would be 2-3 weeks before it chemical to complete the schedule Oftentimes that meant carrying up to 15 drums of soap. Most of the time the vehicle also carried 500 gallons of water and that coupled with the weight of the soap resulted n some very expensive fines as the truck wt \dot{t} and \dot{t} ass through the weigh stations along

•There had to be a way to be able to pu mough powder in solution where 1 drum of detergent (even if it were a 'sludge') would equal 3 drums of a super concentrate that c**#w**ld be further diluted through a down stream injector. In detergent chemistry the rule of thumb' has always been that - at bes vou can only mix one pound of powder to

1 gallon of water without 'fall-out' or trying to defy all the laws of chemica compounding by attempting to mix Sounds of powder into one gallon of wate and having it hold in solution.

John contacted a chemist friend who had uggested that maybe he should look outside f the detergent chemistry industry and tr o find something or a combination o somethings' that could couple or 'tie-up' the dids and keep them in a s friend also told him that every once in a while all the 'stars will align' and what i where the second s 'black magic' will occur. He did and it did And one day - out of nowhere - the blend c**a**me together and when they did John had Product that could be added to detergent that would couple as much as - not 3 pound er gallon - but up to 4 pounds per gallon.

EVEN MORE MAGIC

Sour products that contain SuperFlo Polymer[™] the shinier it gets. Even the ustre on surfaces that have been 'burned and 'dulled' by contractors who have used hersh, low cost caustic cleaners will be ejuvenated and brought back to life.



The Industry's #1 Selling Truck Washes **CONTAINING THE 'ZP-1' COMPLEX** and SuperFlo Polymer[™] with High Gloss Enhancers



•

• °

>

>

•

• °

>

>

#BB30 \$123.50

55-Gallon Kit

#BB55 \$190.00

We pay shipping on

\$150.00 web orders*



THE MAGIC STARTS HERE! PRODIGY

is the...

ZP-1 COMPLEX - BASE with SuperFlo Polymer[™]

and all by itself **PRODIGY** is the Industry's **#1 Selling Truck Wash**

We also have 2-variations that tackle 'job-specific' problems!



We pay shipping on \$150.00 web orders to the terminal nearest to the customer in the lower 48 States

FREE FREIGHT to lower 48 with \$150.00 web pu



for 'TOUCH FREE' CLEANING and call it...

BOND BREAKER

As a vehicle 'cuts' through the air particles lock onto the surface as a result of what some would refer to as 'static cling.' A professional mobile washer knows this occurrence as 'road film' and until now the only way they have been able to remove this 'film' is by brushing the entire trailer.

Bond Breaker effectively removes 97%-100% of all 'road film' without ever having to touch the vehicle. This incredible product has been cutting cleaning time for contractors for over 2-decades.

We have the best Chemical Sales Staff in the industry. Who are they? Our customers! Call today for a list of professionals who make a living using **Bond Breaker**.



to what our customers have to say!

We also add to Prodigy **Extra Grease Cutting Solvents**

to remove exhaust carbons from trailer bodies & tractors and call it...

MR. MUSCLE

Trying to clean trailer bodies that are loaded with 'exhaust carbon' has been a nightmare for every contractor who has ever attempted to make a living washing commercial vehicles. Every mile traveled by 95% of

5-Gallon Kit #MRM55 \$50.00

30-Gallon Kit #MRM30 \$123.37

55-Gallon Kit #MRM55 \$190.00

We pay shipping on \$150.00 web orders*

every tractor/trailer on the highway results in more work and less profit for those who attempt to keep them clean. Since truck washing was the 'backbone' of my company many years ago I know first hand the difficulties you experience.

The absolute - only way to tackle this 'monster' is with solvents and not only the right family of solvents but plenty of them. Although it's ZP1 Complex Base - Prodigy is loaded with solvents...

Mr. Muscle contains 3-times as much.

Learn more by visiting www.envirospec.com/MSDS.htm

r WASH PARTS <mark>at</mark> www.envirospec.com

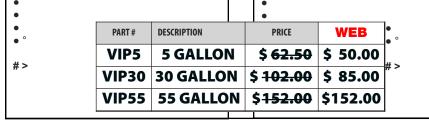
FRUCK WASH CHEMS

VIPER

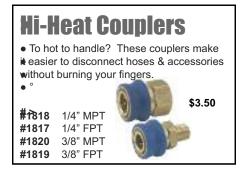
Non-Caustic Degreaser with Gloss Enhancers for Dull Surfaces

以BER is specifically formulated for the Truck and Bus Washing Industry where exhaust residue has become attached to the stack side of trailer bodies and the rear engine areas of city buses. It's excellent rinsing characteristics make it a favorite among contractors who service large vehicle accounts.

Due to the carbon release agents and solvents in VIPER, it is also frequently utilized in other areas where heavy build ups of grease and oil is present such as garage floors, maintenance shops and service stations.







BLUE LIGHTNING

High Foaming with Quick Rinse Agents & Gloss Enhancers

BLUE LIGHTNING is a blend of the very best #job specific" ingredients that cover a wide variety of cleaning tasks to ensure the "perfect clean". It rinses quickly and has a large amount of LAUROX LO which wets the surface while generating a foam bed that suspends impurities for thorough rinsing leaving a clean, glossy surface. This product is excellent for overcoming problems associated with hard water.

BLUE LIGHTNING is formulated for commercial truck washing but can be used in virtually every type of cleaning environment. It is great for house washing, brick & masonry cleaning, car washing, wood surfages & engine de-greasing to name a few!

•			•		_
• • °	PART #	DESCRIPTION	PRICE	WEB	•
#>	BL5	5 GALLON	\$ 62.50	\$ 50.00	
# 2	BL30	30 GALLON	\$ 108.12	\$ 90.10	# -
	BL55	55 GALLON	\$ 182.40	\$152.00	
		·	· 1		-

FREE FREIGHT to lower 48 with \$150.00 web purchase unless noted!

20% WEB PRICES SHOWN

Brass Couplers



#@S4FB 1/4" FPT Inlet, 1/4" Out #QS4MB 1/4" MPT Inlet. 1/4" Out \$2.50 #QS8FB 3/8" FPT Inlet, 3/8" Out \$2.75 #QS8MB 3/8" MPT Inlet, 3/8" Out \$2.75



#@S4FS 1/4" FPT Inlet, 1/4" Out \$3.75 #QS4MS 1/4" MPT Inlet, 1/4" Out \$3.75 #QS8FS 3/8" FPT Inlet. 3/8" Out \$4.50 #QS8MS 3/8" MPT Inlet. 3/8" Out \$4.50



#QP8FB 3/8" FPT Inlet, 3/8" Out \$1.12 **#QP8MB** 3/8" MPT Inlet. 3/8" Out **\$1.12**



#@P4FS 1/4" FPT Inlet. 1/4" Out \$1.84 #QP4MS 1/4" MPT Inlet, 1/4" Out \$1.84 **#QP8FS** 3/8" FPT Inlet, 3/8" Out \$2.26 #QP8MS 3/8" MPT Inlet. 3/8" Out \$2.26



Place Order @ www.envirospec.com



Misc. Parta NEVER DULL

Formulated for Expensive Finishes & Lettering, Aluminum Tanks

NEVER DULL was specifically developed for cleaning high-end vehicles. It's the \vec{p} erfect solution for those vehicles with expensive paint, lettering or graphics It comes with a gallon of pure D'Limonene additive and a 'double dose' of SPEED X-777 which ensures the very best in pollutant removal and guick rinsing.

With its blend of citrus solvents NEVER DULL is the perfect cold water product that is tough enough to remove carbon build-up, grease and fuel over-spill yet gentle enough to clean tanks and never leave them looking dull - and we all know how upset fleet owners can get when you dull their polished tanks!

PART #	DESCRIPTION	PRICE	WEB	• 。
ND5	5 GALLON	\$ 62.50	\$ 50.00	<u> </u>
ND30	30 GALLON	\$ 115.15	\$ 92.12	#>
ND55	55 GALLON	\$ 189.65	\$152.00	



BLACK JACK

Powerful Degreaser, Heavy Conceptrations of Gloss Enhancers

BLACK JACK is a professional strength alkaling agent that is highly recommended for truck washing and de-greasing. It can also be used for a wide variety of other cleaning applications such as siding that is extremely dirty and contains heavy mold and mildew and commercial concrete such as sidewalks and dumpster areas around restaurants.

BLACK JACK contains high concentrations of gloss enhancers and quick rinse agents as well as a large dose of SuperF o Polymer making it a power multipurpose product that can make even the toughest of jobs easier.

		•		
PART #	DESCRIPTION	PRICE	WEB	• • °
BJACK5	5 GALLON	-	\$ 50.00	# \
BJACK30	30 GALLON	\$ 145.13	\$116.10	# -
BJACK55	55 GALLON	\$ 223.28	\$178.62	
		1		



>

K-9

#>

Flow Actuated

• Up to 5,800 PSI

• Up to 13.2 GPM

\$448.05 #1093

¥B-350

Pressure Actuated

• Up to 5,650 PSI

• Up to 10.5 GPM

• 3/8" FPT Inlet • 3/8" MPT Outlet

\$92.65 #2032

#>

• 1/2" In, Out, By-pass

AL-607

Pressure Actuated

• Up to 4,500 PSI

• 3/8" MPT Outlet

• Up to 8 GPM

• 3/8" FPT Inlet

20% WEB PRICES SHOWN AL-607-P K-7 FLOW ACTUATED Pressure Actuated • Up to 3,500 PSI • Up to 4,500 PSI • 3/8" FPT Inlet/Out • Up to 10.5 GPM • Zero Surge By-pass • 3/8" FPT Inlet Any Size \$87.50 • 3/8" MPT Outlet # > #1089 - 2.1 to 2.9 GPM #1090 - 2.9 to 4.2 GPM \$41.15 #1104 W/Out Knob #1091 - 4.2 to 6.6 GPM \$43.15 #1114 With Knob \$51.25 #3111 #1092 - 6.6 to 10.8 GPM **K-10** ¥B-10 • Flow Actuated • Compensating Soft Touch • Up to 3,600 PSI • Up to 3,800 PSI • Up to 8 GPP • 3/8" FPT Inlet • 3/8" MPT Outlet • 3/8" FPT Inlet • Gentle Start-up • 3/8" MPT Outlet **#** > #Sentle Start-up \$72.05 #1096 \$98.62 #1108 ¥U-2140 **AU-2848** Green Spring Green Spring • Up to 21 GPM • Up to 28 GPM • Up to 4100 PSI • Up to 4800 PSI # > #> \$92.65 #AU2848



GP-UNLOADER SET

Pressure Actuated

• Fits 47,EZ & TX Pumps

• Up to 3,650 PSI

• Up to 8.0 GPM

>





#1081 3/8" x 3/8" #1082 3/8" x 1/2" #1083 1/2" x 1/2" **BY-PASS HOSE** • This 800 PSI hose is the recommended hose for by-passing back to a water tank (open loop) or back to the inlet side of the unfloader (closed loop) #3899 \$1.15 p/f For flows to 10 GPM

MOUNTING BLOCKS

• Take the load off the pump head by

memote mounting the unloader.

Any Size \$10.75

>

#3400 \$1.82 p/f Flows from 10-25 GPM

FREE FREIGHT to lower 48 with \$150.00 web purchase unless noted!

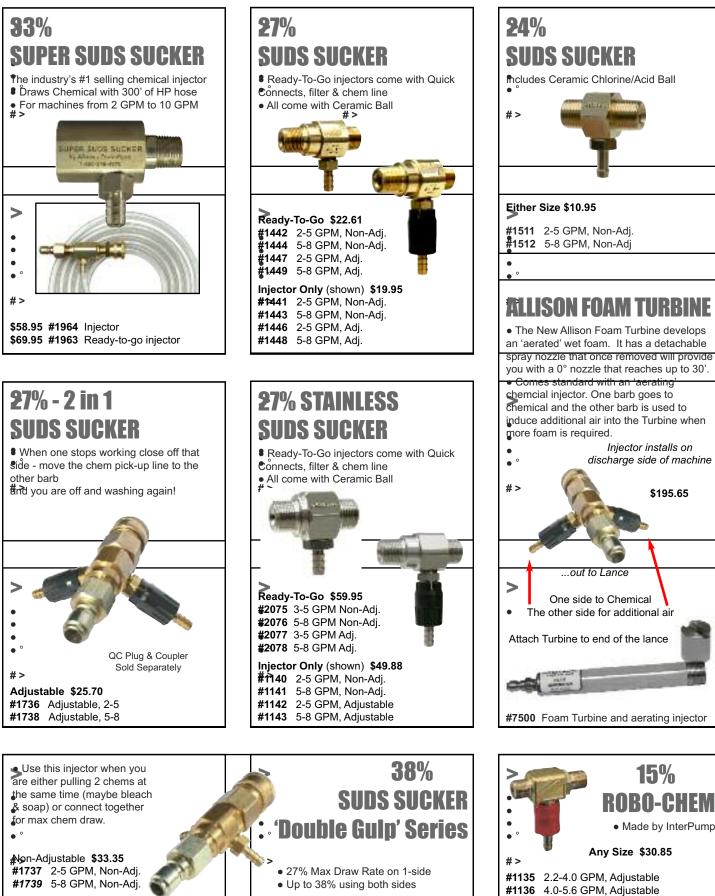
Place Order @ www.envirospec.com







CHEM INJECTION



FREE FREIGHT to lower 48 with \$150.00 web purchase unless noted!

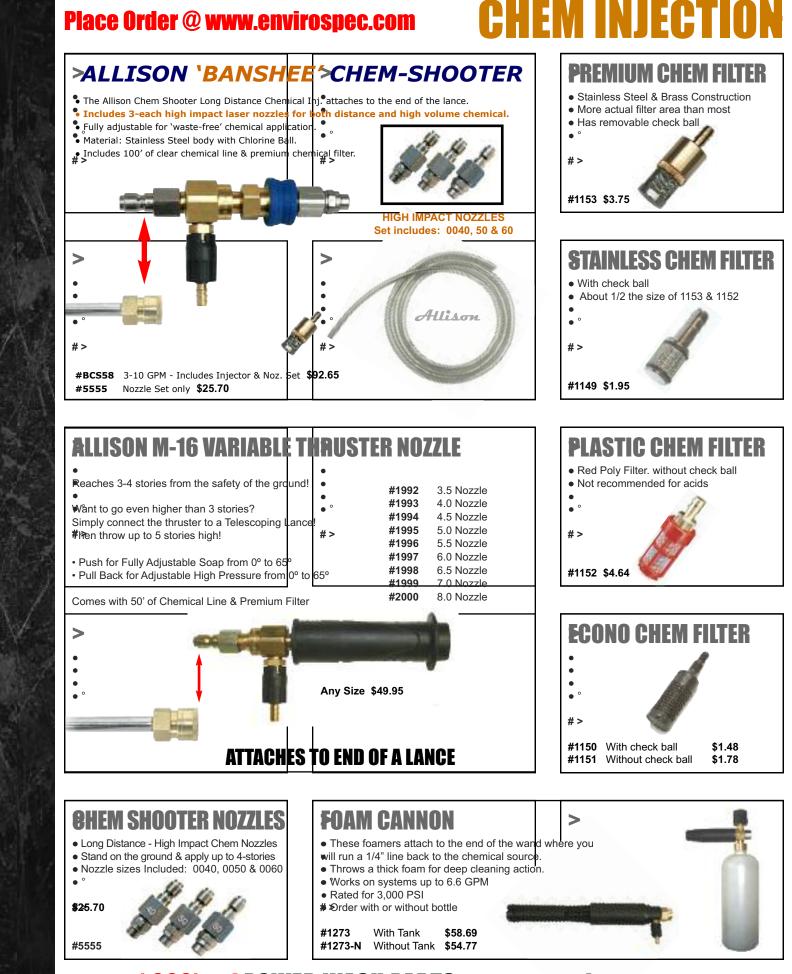
20% WEB PRICES SHOWN

\$195.65

15%

Made by InterPump

#1137 5.6-10.9 GPM, Adjustable





FREE FREIGHT to lower 48 with \$150.00 web purchase unless noted!